



PUBLIC NOTICE

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**MEDIA BUREAU ANNOUNCES EFFECTIVE DATE OF
E/I LOGO REQUIREMENT FOR CORE CHILDREN'S TELEVISION
PROGRAMMING
(MM Docket 00-167)**

On September 9, 2004, the Commission adopted a *Report and Order and Further Notice of Proposed Rulemaking* (19 FCC Rcd 22,943, rel. Nov. 23, 2004) addressing issues regarding the obligation of television broadcasters to protect and serve children in their audience. Among other things, the Order amended the Commission's rules regarding on-air identification of core children's educational and informational programming to require both analog and digital broadcasters to identify such programming with the same symbol: E/I. The Commission also required that this symbol be displayed throughout the program in order for the program to qualify as core. The Commission applied this revised on-air identification requirement to both commercial and noncommercial broadcasters. The Commission indicated that the changes to rule section 47 C.F.R. § 73.671(c)(5) implementing the new rules regarding identification of core children's programming require approval by the Office of Management and Budget (OMB) before they become effective.

This Public Notice announces that the Commission has received the required approval from OMB (*see* 70 FR 48294 (Aug. 17, 2005)). Therefore, the identification requirements for core children's educational and informational television programming in 47 CFR § 73.671(c)(5) are effective September 19, 2005.

Accessibility Information. To request information in accessible formats (computer diskettes, large print, audio recording, and Braille), send an e-mail to fcc504@fcc.gov or call the FCC's Consumer and Governmental Affairs Bureau at (202) 418-0530 (voice), (202) 418-0432 (TTY). This document can also be downloaded in Word and Portable Document Format (PDF) at: <http://www.fcc.gov>.

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